

VERNON MYERS
MAYOR - COMMISSIONER

MARY LAWSON BROWN
VICE MAYOR - COMMISSIONER

ALLEGRA KITCHENS
COMMISSIONER

PHIL LEARY
COMMISSIONER

JAMES NORWOOD, JR.
COMMISSIONER



MICHAEL J. CZYMBOR
CITY MANAGER

BETSY JORDAN DRIGGERS
CITY CLERK

MATTHEW D. REYNOLDS
FINANCE DIRECTOR

GARY S. GETCHELL
CHIEF OF POLICE

MICHAEL LAMBERT
CHIEF FIRE DEPT.

DONALD E. HOLMES
CITY ATTORNEY

Regular meeting 2nd and 4th Thursdays each month at 6:00 p.m.

MINUTES
CITY OF PALATKA
COMMUNITY REDEVELOPMENT AGENCY
August 16, 2012; 4:00 p.m.

Proceedings of a regular meeting of the City of Palatka, Florida Community Redevelopment Agency held on the 16th day of August, 2012.

PRESENT:

Vernon Myers	Mayor
Mary Lawson Brown	Commissioner
Allegra Kitchens	Commissioner
Phil Leary	Commissioner
James Norwood, Jr.	Commissioner
Angela Murtagh	President, Downtown Palatka, Inc.
Vacant	Commissioner, Putnam Co. BOCC

Also Present: City Manager Michael J. Czymbor.; City Attorney Donald E. Holmes; City Clerk Betsy Jordan Driggers; Finance Director Matthew Reynolds; Police Chief Gary Getchell; Fire Chief Mike Lambert; Main Street Manager Charles Rudd

CALL TO ORDER: Mayor Myers called the meeting to order at 4:00 p.m.

INVOCATION - Police Chief Gary Getchell

PLEDGE OF ALLEGIANCE – City Manager Michael Czymbor

- APPROVAL OF MINUTES** – 6/14/12 – Commissioner Brown moved to approve the minutes as read. Ms. Murtagh seconded the motion, which passed unopposed.
- PUBLIC COMMENTS** – There were none.
- CENTRAL BUSINESS DISTRICT:**
 - REQUEST TO APPROVE CHANGE ORDER TO DIETRICH PLANNING CONTRACT** in the amount of \$443.00, for a new contract amount of \$10,636.00 to provide additional services in connection with CRA Sunset Extension Project - Laura Diettrich, Deittrich Planning
 - REQUEST TO AWARD BID** in the amount of \$21,875.00 to Designs, Inc. for CBD Signage Program, per results of RFQ - Charles Rudd, Main Street Manager

Commissioner Norwood moved to approve the Central Business District consent items as requested. Commissioner Kitchens seconded the motion, which passed unopposed.

c. **REQUEST TO ADOPT PROPOSED AMENDMENTS TO BUILDING IMPROVEMENT GRANT (BIG) PROGRAM & FAÇADE GRANT PROGRAM** - Charles Rudd, Main St. Manager - Commissioner Kitchens said there is a Hold Harmless Agreement to be signed under the Façade Grant, but no other TIF grant agreements have a Hold Harmless Agreement. She doesn't object to the Hold Harmless Agreement. Mr. Rudd said a Hold Harmless Agreement is required for all grants. Commissioner Leary moved to adopt the amended Building Improvement Grant and Façade Grant Programs as proposed. Commissioner Brown seconded the motion, which passed unopposed.

4. **SOUTH HISTORIC DISTRICT:**

REQUEST TO APPROVE NEW PROGRAM – South TIFF District Commercial Rehabilitation Grant Pilot Program – Tabled on 6/14/12 - Mike Gagnon, President, SNHA said they've met with Mr. Holmes per the CRA's request and incorporated all suggested amendments. On Page 2, under Program Guidelines, #9 was added; they reduced the maximum grant to \$40,000 with a 25% cash match. Commissioner Kitchens asked under Guidelines, #1 says the grant provides funding for exterior renovation only. Under #5 it says new construction on historic buildings shall be compatible with historic buildings, and asked if that means new construction will be allowed? Mr. Gagnon said they don't necessarily know what will come in under an application. They are targeting exteriors, as that's consistent with the home improvement program. Commissioner Kitchens suggested they modify #1 or even drop it as they seem to conflict. Mr. Gagnon said this could be used for a functional B&B and that would involve new construction to the exterior to make certain changes, i.e. ADA improvements like a handicap ramp, or an enclosed porch. They aren't concerned with the inside, they just want to address the outside of the building. Mayor Myers said there may be new construction associated with an outside renovation.

Commissioner Kitchens asked, besides the Boathouse Marina, how many other commercial buildings are in the District? Mr. Gagnon said there are others, but could not list them. They can also consider this for adaptive re-use and it would apply to something that is not yet a commercial building, i.e. a Bed & Breakfast Inn, which would require a conditional use variance. Commissioner Kitchens asked, as to page 3, section 11, it says if the property owner sells within a year or transfers the property, etc., what legal binding document will be signed that will give the CRA enforcement action? Mr. Gagnon said page 2, Acceptance of Terms, is a legally binding document. Commissioner Kitchens said you have to have two witnesses on a document that is to be recorded, so that needs to be added. She also believes that these grants need to come back before the CRA for final approval. Mr. Gagnon said this is on the application. Mr. Holmes said there should be a notice of lien or obligation that's filed with a legal description of the property that references the obligation that can be picked up on a title search. They can come up with a simple one-page document that can be signed by the applicant. Mr. Holmes said he'd clean up the language in the second line of paragraph 4, page 3 under Program/Procedures to read "compliance and will recommend grant awards based upon the scope and merit of the total project." Next sentence remains; last line reads "all grants shall be awarded by the CRA Board after consideration of the recommendation of the SNHA Committee and community input." Commissioner Brown said in the past people who have been given housing grants sold their property after a year and pocketed the money. She'd like this to go longer than a year. Mr. Gagnon said it goes for three years and the repayment amount is stepped down until it reaches zero. Ms. Murtagh concurred with Commissioner Brown and said they should have a longer time requirement on keeping the building. Mr. Gagnon said when these things come forward, they have to be totally vetted. They look at the total budget; if they

are putting \$100,000 towards improvements, this grant can put \$40,000 towards that; \$100,000 is a substantial commitment. They fix buildings, not people. Mayor Myers said someone with an equity investment will think long and hard before they give that up. Mr. Gagnon said if the building is improved, those improvements remain. Commissioner Leary said if the building is renovated it makes the district and the building that much more attractive and viable as a business. Commissioner Kitchens noted there will be a notice of obligation which constitutes a lien, and they will have to pay the money back.

Mr. Gagnon said the only other change is on page 3 under Eligibility Requirements; they've added #3 requiring a current and dated title search. They've addressed everything Mr. Holmes asked them to address. As to the mortgage being current and taxes paid, that's Item #2 under Eligibility. After further discussion, Mr. Holmes suggested the following changes be included under Eligibility Requirements:

- Require applicant to provide a statement from the mortgagor stating the lien is current,
- Add a clause stating "Any mortgage which encumbers the property is current"
- Amend #3 to read "The applicant must provide a current and dated title search and reveal the absence of liens; and
- Add "The property is insured at full insurable value."

Commissioner Kitchens moved to approve the Palatka South TIFF District Commercial Rehabilitation Grant with the recommended changes. Commissioner Leary seconded the motion, which passed unopposed.

5. OTHER BUSINESS/REPORTS

RECOMMENDATION to amend CRA Fiscal Year to coincide with City of Palatka Fiscal Year – October 1 through September 30 – Matt Reynolds, Finance Director – Mr. Reynolds noted in the past they have received revenues and expenditures for the fiscal year from Jan 1 through Dec. 31, and this creates issues with the audit with carryovers. It will be easier if they change the fiscal year for the CRA to coincide with the City's fiscal year. Carol Westmoreland with FRA was contacted and stated she sees no issues with this and believes this is how it should be. Commissioner Brown moved to amend fiscal year to 10/1 – 9/13. Commissioner Kitchens seconded the motion, which passed unopposed.

BUDGET - Financial Update F/Y 2011/12 and Allocation F/Y 2012-13 – Matt Reynolds, Finance Director, said this is the revenues and expenditures breakdown that is normally presented each year in December. Pages 1 through 3 show Fund balances for the current fiscal year through the 3rd quarter. At the bottom there is a section called "allocated but unspent" and this is money that has been allocated but is as yet unspent. Some of those will be carried forward into the next fiscal year. The Downtown TIF district allocations for next year are shown on page 4. At the top they show those carried forward amounts. Also on page 4 there is a "requested allocation" for the next fiscal year. This includes the \$300,000 transfer for the Frank George Apartment Loans and \$59,000 for the Main Street Manager's salary. The rest of the items were all requested by the Main Street Manager. The rest is in contingency and can be allocated to any other programs or projects that may come up within the fiscal year.

Commissioner Leary asked if they can fund the Arts Council Concert Series from CBD TIF and remove that from the General Fund. Mr. Reynolds said they can look at moving that \$5,000 to the TIF: he hasn't received a formal request from the Arts Council for those funds for FY 2012-13. Discussion ensued regarding all donations/funding for SJRWMD, the Chamber of Commerce and other community programs. There was consensus to place this discussion on the next City Commission meeting agenda.

Mr. Czymbor asked how they track attendance at the Main Street events. They are spending a significant amount of money on these; they need some way to track attendance, how much money people are spending, etc. They also need to do some surveys to track why people are coming downtown, why they are coming to these events, and determine what the tangible results are, if any. Commissioner Brown suggested "red carpet interviews" which they may be able to use in a promotional video. Mayor Myers said attendance has a lot to do with the weather, but he's noted there are more and more people attending these as time goes on. Commissioner Kitchens concurred with Mr. Czymbor, and said PDN Letters to the Editor have stated very few people are attending these events. She thinks they need to track this for the next six months.

Jerry Hafner, 122 Hilty Lane, E. Palatka, said Main Street Manager Charles Rudd is one of the hardest working individuals he's seen. Attendance does vary; on two weekends they were rained out. The last one was very successful. They want to get others in the community involved to draw people into these events. His Rotary Club is now down there selling chicken dinners. They need to give this at least a year before they start judging results. Commissioner Leary agreed and said he'd like to see a 'jazz and blues' niche. Commissioner Kitchens noted in January this will have been going on for a year. Mayor Myers said it's up to all of them to promote this and get people downtown.

Ms. Murtagh asked if there's money in the budget to pay a part-time recruiter to bring business into the downtown. Mayor Myers said that's what the Chamber's program covers. There was consensus to ask the City Manager to meet with the Chamber regarding active business recruitment for downtown.

Commissioner Brown said at the last CRA meeting the mural committee representative said they were putting together a "smartphone app" for the mural tour. She wants to put money towards a dial-up walking tour; she has inquired as to whether a cell phone company could sponsor that. Many older people don't have a smart phone. She's asked the Police Chief to explain the system he's looked into.

Returning to his allocation proposal, Mr. Reynolds said pages 2 and 3 also show current revenues and expenditures, and pages 5 & 6 show next year's revenues and contingency. The contingency can be reallocated at upcoming CRA meetings. Commissioner Leary moved to approve CRA/TIF Fund Allocations/Budget for FY 2012-13 as proposed. Commissioner Brown seconded the motion, which passed unopposed.

TELEPHONE MURAL TOUR – Police Chief Getchell said Commissioner Brown approached him about a walking mural tour. The project was very narrow in scope, so they put a small package together for the City Manager for a recommendation. They suggested going through a telephone service, and anyone with a cell phone can dial a number and hear a recording. They charge a minimal monthly fee. They've received recommendations on this service from many other entities that use it. The service sells advertising space on this program, which brings the cost down. The number of lines is unlimited. The Cleveland Zoo uses the same service. They have hundreds of sites. It costs \$30 – \$50 a month for 700 minutes, and for anything over you pay by the minute.

Ms. Correa said the Mural Committee is going to a QR Code Reader System; if you have a smartphone you can scan the symbol, or QR Code, and go right to the website. If you have a regular phone you can just punch in the website, and once at the website, you hit the audio, and for each mural there will be a 'narrative' button and hear the recording. It is a work in progress.

REPORTS:

1st QUARTER REPORT - Small Business Development Center UNF at Putnam Co. – Cheryl Lynch, Certified Business Analyst/Staff, 1100 Reid Street, Palatka, said they provided a quarterly report (filed). They compared a part-time person coming in a few days a month to having a full time person. They've already exceeded results for all the prior years, and the program is growing.

Mr. Czymbor asked how many of these are in the corporate limits of the City, as opposed to county-wide results? She said 90% are in the City Limits. As to types of business, those are shown in the report. 56% are already in business; 44% are pre-venture. They are asking for a variety of services. They recently held a marketing workshop; 22 people attended. Ms. Murtagh asked how they are getting information to downtown merchants? Ms. Lynch said she's worked closely with Sam Deputy on this; he helped with the marketing workshop. Ms. Murtagh asked her to send e-mails regarding this program directly to her as she forward e-mails to all the merchants in Downtown Palatka. Per discussion, Ms. Murtagh will also provide Ms. Lynch with all of the merchants' e-mails. Ms. Lynch said she can also attend their monthly meeting.

Commissioner Norwood asked if they've addressed sustainability issues. Ms. Lynch said they hold 2 to 3 workshops a month.

NORTH HISTORIC DISTRICT NEIGHBORHOOD UPDATE – Elizabeth Van Rensburg, 310 N. 3rd Street, said the hospitality chairman delivered five welcome baskets to new homeowners in the past six months, which is considerable, as they have 65 residences in the area. They have the "1864 Occupation of Palatka" event coming up the last weekend of September; they plan to have Realtors hold open houses and will have horse and wagon tours. They anticipate in-kind donations, and have been awarded a TDC promotion grant to promote this event; they are advertising in newspapers along Florida. They are running a special promotion for this event. They have double the amount of re-enactors coming and have expanded it to a 2-day event, and expanded the number of hours. The event is free. Main Street has been very helpful to their Association and they appreciate the partnership.

The Putnam Co. Historical Society is co-hosting a meet and greet for the new City Manger on Tuesday, August 28 at the Bronson Mulholland House. Commissioner Kitchens suggested advertising in Gainesville, Jacksonville and Alachua newspapers. Commissioner Leary noted this year is the 150th anniversary of the Civil War. Ms. Van Rensburt noted next year is the 150th anniversary of the 1864 Occupation of Palatka.

OTHER BUSINESS

Jonathan Griffith, Staff, said they've been in discussion with the UF Landscape Architecture School, and they wish to propose a landscaping inventory proposal. They may call a special meeting for the CRA to review and accept it.

6. **ADJOURN** – There being no further business to discuss, the meeting was adjourned at 5:00 p.m. upon a motion by Commissioner Kitchens.

ANY PERSON WISHING TO APPEAL ANY DECISION MADE BY THE COMMUNITY REDEVELOPMENT AGENCY WITH RESPECT TO ANY MATTER CONSIDERED AT SUCH MEETING WILL NEED A RECORD OF THE PROCEEDINGS, AND FOR SUCH PURPOSE MAY NEED TO INSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. FS 286.105